

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

~~I/We~~ Claim:

Claim 1 (currently amended): A system for providing Internet advertising, comprising:  
an advertising server comprising a web server having at least one applet; ~~and~~  
~~at least one computer comprising a web browser and a display unit;~~  
~~said web browser receiving said at least one applet from said web server; said at least one~~  
~~applet reading textual content displayed on said web browser;~~  
said advertising server further comprising a database; and a servlet for sending said at  
least one applet to a web browser on another computer and receiving ~~said textual content read~~  
from said ~~at least one web~~ browser by said at least one applet, said advertising server comparing  
said textual content to keyword data stored in said database to determine whether to display an  
ad on said web browser;  
wherein no user profiling data is forwarded to the advertising server.

Claim 2 (currently amended): ~~A~~ The system for providing Internet advertising, as recited in  
claim 1, wherein said database comprises promotional heuristics, ~~behavior graphics, sponsorship~~  
~~authentication data, and usage records.~~

Claim 3 (currently amended): ~~A~~ The system for providing Internet advertising, as recited in  
claim 1, wherein said keyword data is provided for a plurality of subscriber advertisers, said  
keyword data corresponding to multiple ads.

Claim 4 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 1, wherein said advertising server compares said textual content to said keyword data in real-time.

Claim 5 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 1, wherein said web browser is a Java™ enabled web browser.

Claim 6 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 5, wherein said at least one applet is a Java™ applet.

Claim 7 (canceled)

Claim 8 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 1, wherein said ad is a banner ad.

Claim 9 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 1, wherein said advertising server causes an ad specifying said keyword data to be displayed in said web browser when said keyword data matches words in said textual content displayed in said web browser.

Claim 10 (canceled)

Claim 11 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 10, wherein said servlet receives data from said at least one applet, after being sent to the web browser, and said advertising server causes said web browser to display said ad specifying said keyword data.

Claim 12 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim 11, wherein said web browser displays a web site designated by said ad when said ad is selected.

Claim 13 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim 2, wherein said promotional heuristics determine which ad should be displayed.

Claim 14 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim 13, wherein said promotional heuristics are self-educating, so that when a user selects said displayed ad, said database is updated to indicate that said selected ad was a good match for said keyword data and said textual content.

Claim 15 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim ~~231~~, wherein said behavior graphics in said database contain information relating to the likelihood that a person interested in one topic will be interested in a second topic or will respond to an advertisement pertaining to said second topic.

Claim 16 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim ~~232~~, wherein said sponsorship authentication data in said database comprises information indicating sponsors who are subscribers to the system.

Claim 17 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim 1, wherein said database tracks a success rate of said displayed ad.

Claim 18 (currently amended): ~~A-~~The system for providing Internet advertising, as recited in claim ~~233~~, wherein said usage records comprise data relating to how often each ad is accessed by users.

Claim 19 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 18, wherein said keyword data for a corresponding ad ~~can be~~is changed in response to said usage data and behavior graphics.

Claim 20 (currently amended): ~~A~~The system for providing Internet advertising, as recited in claim 1, wherein said web browser is an HTML web browser with a HTTP.

Claim 21 (currently amended): A method of providing Internet advertising, comprising the steps of:

uploading ads to an advertising server;  
selecting keyword data for each ad;  
sending ~~an~~ at least one applet to a web browser on a user's computer, ~~in response to the user's logging on;~~  
receiving from said at least one applets reading-textual content displayed on said web browser;  
comparing said textual content read by said at least one applet with said keyword data;  
and  
displaying an ad having keyword data matching said textual content when said comparing step produces a match,  
wherein no user profiling data is forwarded from the user's computer to the advertising server.

Claim 22 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 21, wherein said steps of comparing and displaying said ad are executed in real-time.

Claim 23 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 21, comprising the further step of displaying no ad when said textual content does not match said keyword data.

Claim 24 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 23, comprising the further step of updating said keyword data when said textual content does not match said keyword data.

Claim 25 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 21, comprising the further step of determining whether ~~at~~the ~~uses-user~~ selects said ad in response to said displaying step.

Claim 26 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 25, comprising the further step of displaying on the user's web browser a web site linked to said ad.

Claim 27 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim ~~25~~26, comprising the further step of updating a database in said advertising server to note that said keyword data produced a successful target by bringing the user to said web site.

Claim 28 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 25, comprising the further step of updating a database on said advertising server when the user does not click on said ad.

Claim 29 (currently amended): ~~A~~The method of providing Internet advertising, as recited in claim 21, wherein said ads are banner ads.

Claim 30 (currently amended): A method of providing real-time advertising over the Internet, comprising the steps of:

- maintaining a database of a plurality of ads;
- maintaining keyword data for each of said ads;
- sending an applet to a browser on a user's computer;
- reading textual content displayed on said browser using said applet;

comparing said textual content read by said applet with said keyword data for each of said ads; and

displaying an ad having keyword data matching said textual content when said comparing step produces a match,

wherein no user profiling data is forwarded from the user's computer to an advertising server.

Claim 31 (new): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises behavior graphics.

Claim 32 (new): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises sponsorship authentication data.

Claim 33 (new): The system for providing Internet advertising, as recited in claim 1, wherein said database comprises usage records.

Claim 34 (new): The system for providing Internet advertising, as recited in claim 1, wherein no data is collected to profile a user of the web browser.

Claim 35 (new): The method of providing Internet advertising, as recited in claim 21, wherein no data is collected to profile the user of the web browser.

Claim 36 (new): The method of providing real-time advertising over the internet, as recited in claim 30, wherein no data is collected to profile the user of the browser.

Claim 37 (new): A system for providing Internet advertising, comprising a computer including a web browser and a display unit, the web browser receiving at least one applet from an advertising server,

wherein the at least one applet reads textual content displayed on said web browser,

wherein the web browser displays an ad specifying keyword data when words in the textual content match the keyword data,

wherein the ad is received from the advertising server,

wherein no data is collected to profile a user of the computer.

Claim 38 (new): The system of claim 37, wherein no user profiling data is forwarded from the computer to the advertising server.

Claim 39 (new): The system of claim 37, wherein the keyword data is based upon promotional heuristics.

Claim 40 (new): The system of claim 39, wherein said promotional heuristics are self-educating, so that when the user selects said displayed ad, a database at the advertising server is updated to indicate that said selected ad was a good match for said keyword data and said textual content.